



**GENERAL SERVICES ADMINISTRATION
FEDERAL SUPPLY SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICELIST**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!™, a menu-driven database system. The INTERNET address for GSA Advantage!™ is www.gsadvantage.gov.

Professional Services Schedule
Industrial Group: 00CORP
NAICS Code 541820

Contract Number: **GS-23F-0094K**

For more information on ordering from Federal Supply Schedules
click on the FSS Schedules button at <http://www.fss.gsa.gov>

Contract Period: **February 7, 2000 – February 6, 2020**

Pricelist current through Modification # **PS-0016**, dated **July 7, 2017**.

Contractor: Video Action, Inc.
1200 18th Street, NW
Suite 300
Washington, DC 20036

(202) 338-1094 (phone)
(202) 342-2660 (fax)
Robin@vaf.org

Business Size:
Other Than Small Business

Contract Administrator: Robin Smith

CUSTOMER INFORMATION:

1a. Awarded Special Item Number(s):

Special Item Number (SIN)	Description	Pricing
541-1/541-1RC	Advertising Services	See Table
541-4B/541-4BRC	Video/Film Production Services	See Table
541-1000/541-1000RC	Other Direct Costs	See Table

541-1 ADVERTISING SERVICES**541-4B VIDEO/FILM PRODUCTION SERVICES**

Labor Category	Unit of Issue	02/07/2015	02/07/2016	02/07/2017	02/07/2018	02/07/2019
		- 02/06/2016	- 02/06/2017	- 02/06/2018	- 02/06/2019	- 02/06/2020
Executive Producer	Hourly	\$75.49	\$77.08	\$78.69	\$80.35	\$82.03
Senior Producer	Hourly	\$60.49	\$61.76	\$63.06	\$64.38	\$65.73
Creative Director	Hourly	\$56.68	\$57.87	\$59.09	\$60.33	\$61.59
Field Producer	Hourly	\$39.68	\$40.51	\$41.36	\$42.23	\$43.12
Associate Producer	Hourly	\$32.99	\$33.68	\$34.39	\$35.11	\$35.85
Production Assistant	Hourly	\$28.35	\$28.95	\$29.55	\$30.17	\$30.81
AVID Editor	Hourly	\$68.03	\$69.46	\$70.92	\$72.41	\$73.93

The Service Contract Act (SCA) is applicable to this contract as it applies to the entire Professional Services Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and/or when the Contractor adds SCA labor categories / employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

541-1000 OTHER DIRECT COSTS

	Rate
Standard Definition Camera Crew (day)	\$1,701.01
High Definition Camera Crew (DAY)	\$2283.12
Audio Layback + Mix (HOUR)	\$277.07
AVID 1000 Editing System (HOUR)	\$75.56
AVID 9000 Editing System (HOUR)	\$146.09
Original Music Score (FEE)	\$3022.67

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract: Not Applicable.

2. Maximum Order: \$1,000,000*

*If the "best value" selection places your order over the Maximum Order, identified in this catalog/price list, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the Schedule contract in accordance with FAR 8.404.

3. Minimum Order: \$100

4. Geographic Coverage: 48 contiguous states, Alaska, Hawaii, Puerto Rico, Washington, DC and US Territories. Delivery also includes a port of consolidation point, within the aforementioned areas, for orders received from overseas activities.

5. Point of Production: Not Applicable

6. Prices Shown Herein are Net (discount deducted)

7. Quantity Discount: Not Applicable

8. Prompt Payment Terms: Not Applicable

9. Government Purchase Cards are accepted up to the micro-purchase threshold only.

10. Foreign Items: Not Applicable

- 11a. Time of Delivery: As Specified on Task Order

- 11b. Expedited Delivery: As Specified on Task Order

- 11c. Overnight/2-Day Delivery: Not Applicable

- 11d. Urgent Requirements: Clause I-FSS-140-B of the contract applies. Agencies can contact Robin Smith to affect a faster delivery.

12. FOB Point: Destination

13. Ordering Address: Video Action, Inc.
1200 18th Street, NW
Suite 300
Washington, DC 20036

14. Payment Address: Video Action, Inc.
1200 18th Street, NW
Suite 300
Washington, DC 20036

15. Warranty Provisions: Standard Warranty

16. Export Packing charges: Not applicable

17. Terms and conditions of Government Purchase Card Acceptance: Contact Robin Smith for terms and conditions of Government Purchase Card acceptance.
18. Terms and conditions of rental, maintenance, and repair: Not applicable
19. Terms and conditions of installation: Not applicable
20. Terms and conditions of repair parts: Not applicable
21. List of service and distribution points: Not applicable
22. List of participating dealers: Not applicable
23. Preventive maintenance: Not applicable
24. Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants: Not applicable
25. DUNS Number: 78-510-3383
26. Video Action, Inc. is registered in the System for Award Management (SAM) database.

LABOR CATEGORY DESCRIPTIONS

Executive Producer

Minimum/General Experience: Has at least fifteen years' experience overseeing the production of documentary films, training videos, special event presentations, and public service announcements

Functional Responsibility: Performs senior level leadership and oversight for long-form and high-production value productions; Works with the most senior members of the client organization to ensure that overall project direction and expectations are being met; Establishes and alters (as necessary) corporate management structure to direct effective contract support activities; Facilitates meetings with senior personnel; Supervises the oversight activities of the Senior Producer and/or Creative Director

Minimum Education: Advanced degree in Media/Communications

Senior Producer

Minimum/General Experience: Has at least ten years' experience overseeing the production of documentary films, training videos, special event presentations, and public service announcements

Functional Responsibility: Performs senior level leadership and oversight for long-form and high-production value productions; Works with the most senior members of the client organization to ensure that overall project direction and expectations are being met; Establishes and alters (as necessary) corporate management structure to direct effective contract support activities; Facilitates meetings with senior personnel; Oversees the activities of all contract personnel

Minimum Education: Advanced degree in Media/Communications

Creative Director

Minimum/General Experience: Five years' experience conceptualizing creative approach and developing content for documentary films, training videos, special event presentations, and public service announcements

Functional Responsibility: Works closely with the customer to transform ideas, concepts, and/or scripts into actual productions; Performs senior level leadership and oversight on all projects that do not have an Executive Producer and/or Senior Producer assigned to the production

Minimum Education: Advanced degree in Media/Communications

Field Producer

Minimum/General Experience: Two years' experience in the field as an Associate Producer or Production Assistant on documentary films, training videos, and public service announcements; Must have very good research, interviewing, and writing skills

Functional Responsibility: The field producer works closely with the Creative Director on the creation of all content needed for a production; Directs camera crews in the field; Conducts interviews; Writes scripts; Oversees the off-line and on-line editing

Minimum Education: Graduate of a four-year degree program.

Associate Producer

Minimum/General Experience: One year experience in the field as a Production Assistant on documentary films, training videos, and/or public service announcements; Highly-organized; Good research, interviewing, and writing skills

Functional Responsibility: Assists the Field Producer on all aspects of a production, including story research, content development, logistics for field shoots, preparing for edit sessions, acquiring stock footage, managing release forms, and maintaining accurate scripts

Minimum Education: Graduate of a four-year degree program

Production Assistant

Minimum/General Experience: This is an entry level position.

Functional Responsibility: Assists the Creative Director, Field Producer, and Associate Producer as needed; Logs tapes; Handles administrative tasks

Minimum Education: High School Diploma or equivalent required

AVID Editor

Minimum/General Experience: Ten years' experience in editing film and videos; Working knowledge of the AVID editing system

Functional Responsibility: Provides a full range of services as an editor on non-linear edit systems; Digitizes footage; Organizes, modifies, and completes finished program material for customer approval by editing the audio and visual elements collected by the Field Producer and Associate Producer into a rough cut, a fine cut, and the final delivery form required by the customer; Works with color correction; Prepares files for the audio mix

Minimum Education: BA degree in Media/Communications or equivalent, or additional years of relevant experience

Experience & Degree Substitution Equivalencies

Experience exceeding the minimum shown may be substituted for education. Likewise, education exceeding the minimum shown may be substituted for experience.

Equivalent Degree

High School

Associate's

Bachelor's

Master's

PhD

Experience

1 year of relevant experience

2 years relevant experience

Associate's degree + 2 years relevant experience or 4 years relevant experience

Bachelor's plus 2 years relevant experience or Associate's degree + 4 years relevant experience or 6 years relevant experience

Master's + 2 years relevant experience, or Bachelor's + 4 years relevant experience or Associate's + 6 years relevant experience or 8 years relevant experience